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Sec. 4.01.1 Washington Square Journal

NEW YORK† (Continued)

				Estab	Cols◇	Width▽	Depth	Sub	Circ
Vogue, Incorporating Vanity Fair	Semi-mo.	Women's Fash & Beauty		1892	4	24	158	10.00	★449,879
Out 1st and 15th of month. Issued monthly during May, June, July and Dec. Diana Vreeland, Editor; The Conde Nast Publications, Inc., 420 Lexington Ave. (10017)									
Vogue Pattern Book (offset)	Bi-monthly	Fashions		1915	3	27	143	4.50	★470,808
Out Jan. 6; March 3; May 3; July 23; Sept. 3; Nov. 3. Prints Vogue Pattern Book International Edition. Jacqueline Horscher, Editor; The Butterick Co., Publisher, 161 Avenue of the Americas. (10013)									
Voice of Missions (no adv.)	Monthly	Afro. Meth		1898	3	27	133	3.50	
Not issued during July and August. Rev. Ford Gibson, Editor; Dept. of H. & F.M. of A. M. E. Church, Publisher, 475 Riverside Drive. (10027)									
Voice, The	Monthly	Italian Amer. Civil Service		1961	5	24	196	x	‡50,000
Mario Biaggi, Editor; The Grand Council of Columbia Associations In Civil Service, 299 Broadway. (10007)									
Volume Feeding Management (Let.&Off.)	Monthly	Vol. Feed'g Estab'ments		1953	3 2	26 40	140 140	10.00	
					Qualified non-paid				>75,639
Jack Ghene, Editor; Conover-Mast Publications, Inc., 205 E. 42nd St. (10017)									
Volunteer Gazette (no adv.)	Monthly	Vols.ofAmer., Religious		1896	2	34	121	1.50	——
David R. Balch, Editor; Volunteers of America, Pub., 340 West 85th St. (10024)									
Vue—See Tab Men's Unit.									
Wallpaper and Wall-coverings+ (Let. & Off.)	Monthly	Wallpaper Industry		1919	3	26	140	5.00	‡5,270
							Non-paid		‡2,530
Martin A. Johnson, Editor and Publisher, 65 East 55th St. (10022)									
Wall Street Journal+ (offset)	Morn.ex.Sat. & Sun.	Ind.—Nat'l Bus. & Finan.		1889	6	32	296	28.00	
Prints Eastern Edition mornings except Saturday and Sunday, ★★508,404. Prints Midwest Edition mornings except Saturday and Sunday, ★★381,790. Prints Pacific Coast Edition mornings except Saturday and Sunday, ★★220,872. Prints Southwest Edition mornings except Saturday and Sunday, ★★112,963.									
					Combined circ.				★★1,224,029
Edward R. Cony, Mgn. Editor; Dow, Jones & Co., Pub., 30 Broad St. (10004)									
Wall Street Reports+	Monthly	Busi. & Finan.		1967	3	27	140	10.00	93,353
Richard A. Holman, Editor; Wall Street Reports and Intelligence Bulletin, Inc., Publisher, 54 Wall St. (10005)									
Wall Street Transcript+	Monday	Busi. & Finance		1963	3	40	210	180.00	——
Richard A. Holman, Ed.; Wall Street Transcript Corp., Pub., 54 Wall St. (10005)									
Walt Disney's Comics and Stories—See Gold Key Comics.									
Walt Disney's Donald Duck—See Gold Key Comics.									
Walt Disney's Mickey Mouse—See Gold Key Comics.									
Walt Disney's Uncle Scrooge—See Gold Key Comics.									
War Cry (no adv.) (Let. & Off.)	Saturday	Salva'n Army		1880	3	28	168	4.50	‡77,000
Major William Barr, Editor; The Salvation Army, Pub., 120 W. 14th St. (10011)									
War/Peace Report+	Monthly	Intern'l Affairs		1961	3	27	140	5.00	‡6,500
June-July, August-September issues combined. Richard Hudson, Editor; Center for War/Peace Studies of the New York Friends Group Inc., Publisher, 218 E. 18th St. (10003)									
Washington Square Journal+ √ (offset)	Morn.ex.Fri., Sat.&Sun.	Collegiate		1955	5	24	196	10.00	
							Non-paid		‡20,000
Students of School of Education, the School of Commerce and Washington Square College, New York University, Editors and Publishers, 566 La Guardia Place. (10003)									
Water and Wastes Engineering (Let. & Off.)	Monthly	Water Supply & Wastewater Disposal		1877	3	27	140	6.00	>3,360
					Qualified non-paid				>15,319
George E. Symons, Ed.; R. H. Donnelley Corp., Pub., 466 Lexington Ave. (10017)									
Water Conditioning (Let. & Off.)	Monthly	Domestic/ Commercial Water Cond'n		1959	3	26	140	5.00	2,365
							Non-paid		4,127
Jerome R. Peterson, Editor and Publisher, 4 East 39th St. (10016)									
Wecker, Der+ (The Awakener) (Yiddish)	Monthly	Labor		1921	2	42	147	7.00	
Elias Schulman, Ed.; Jewish Socialist Verband, Pub., 175 E. Broadway. (10002)									
Weekly Bond Buyer, The—See Daily Bond Buyer, The.									
Weight Watchers Magazine (offset)	Monthly	Health		1968	3	27	140	4.50	★273,914
W/W Twentyfirst Corp., Publisher, 1790 Broadway. (10019)									
Welding Journal	Monthly	Welding		1922	3 2	27 42	140 140	10.00	★23,468
T. P. Schoonmaker, Editor; American Welding Society, Publisher, 345 East 47th St. (10017)									
Wendy—See Harvey Comics Group.									
West Side News+ (offset)	Thursday	Independent		1940	5	24	210	3.00	
Stan Cohen, Editor; West Side News, Publisher, 200 W. 72nd St. (10023)									

Circulation—★★Sept. A.B.C. Statement; ★June and March A.B.C. Statements; ●A.B.C. Audit; >B.P.A. Audit; ♦C.A.C. Audit; ⋊V.A.C. Statement; §P.O. Statement; Light face, estimated; ‡Publisher's Report; Bold face, sworn. +Uses mats. ◇Nonpareil ems, 12 to inch. ▽Agate lines, 14 to inch. †County seat. √Issued only during academic year. xSubscription included in membership fee.

BE SURE TO READ the Guide to the use of the Directory in front of book.

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